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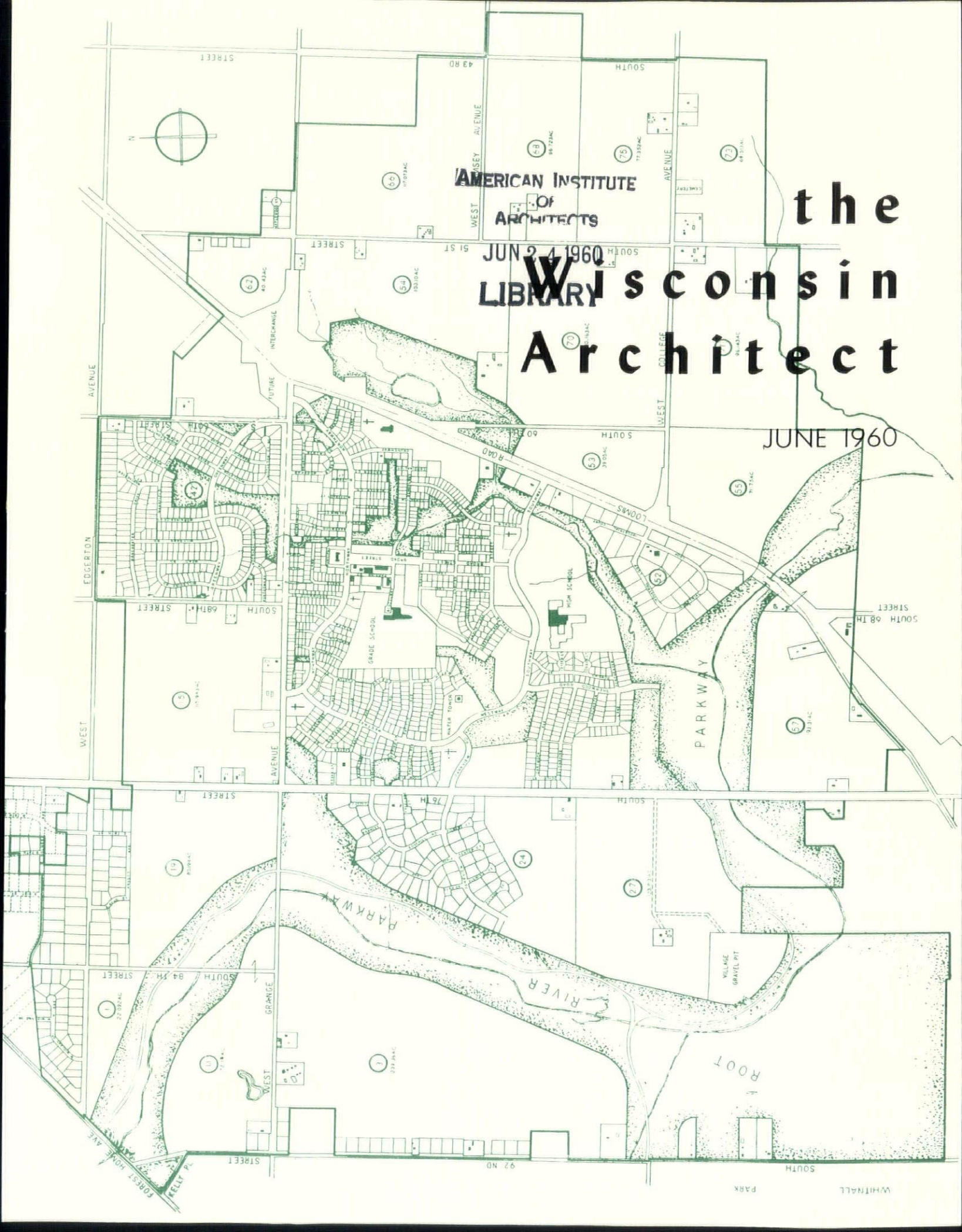

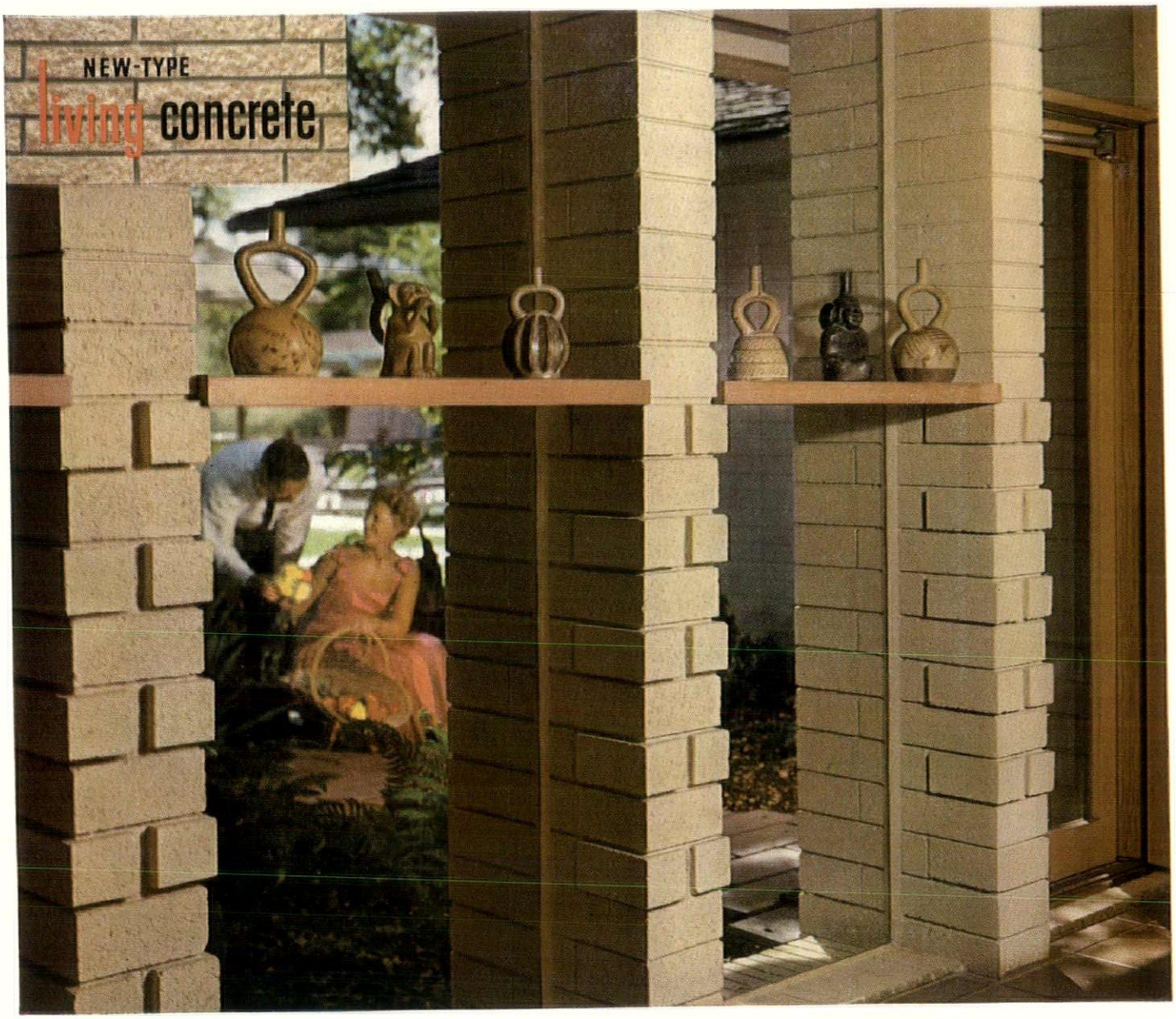

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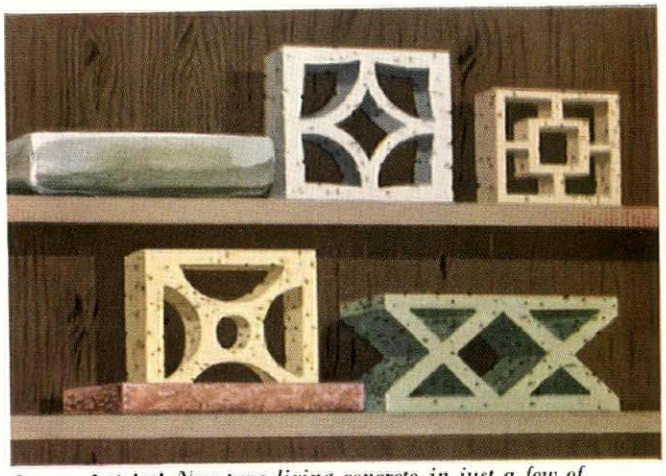

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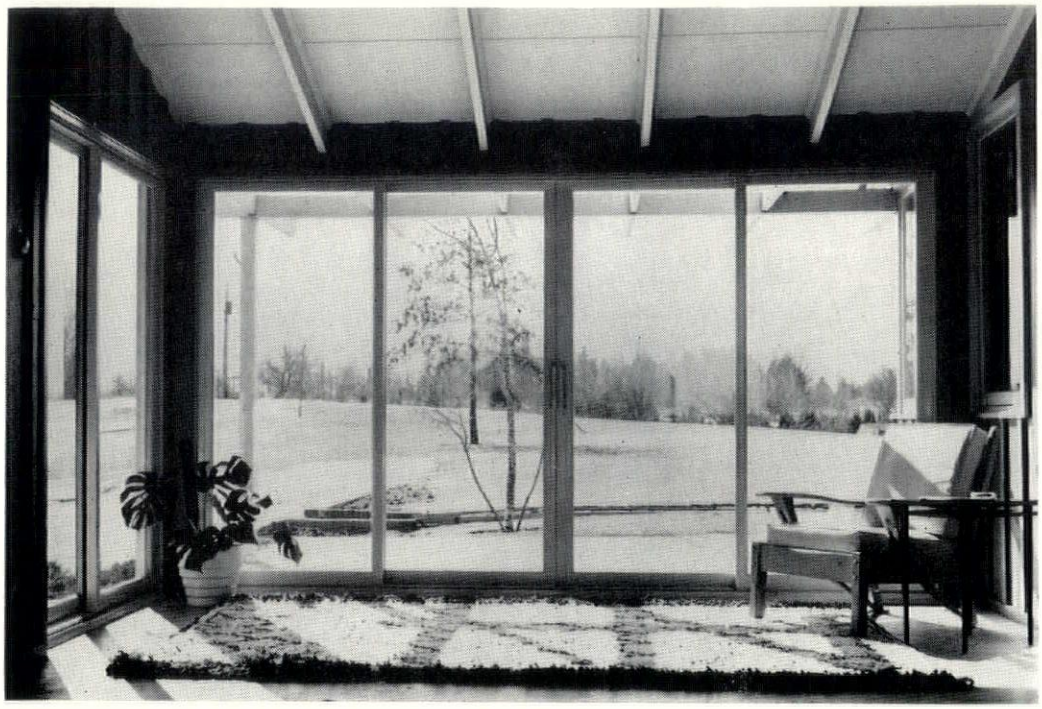

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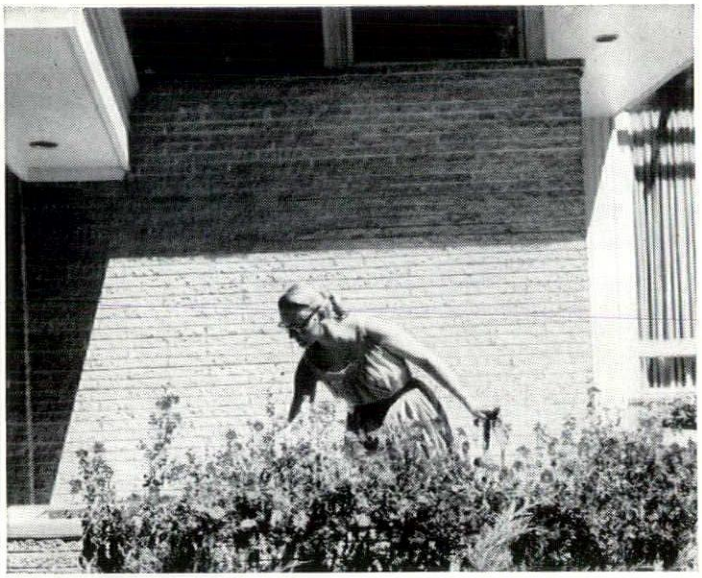
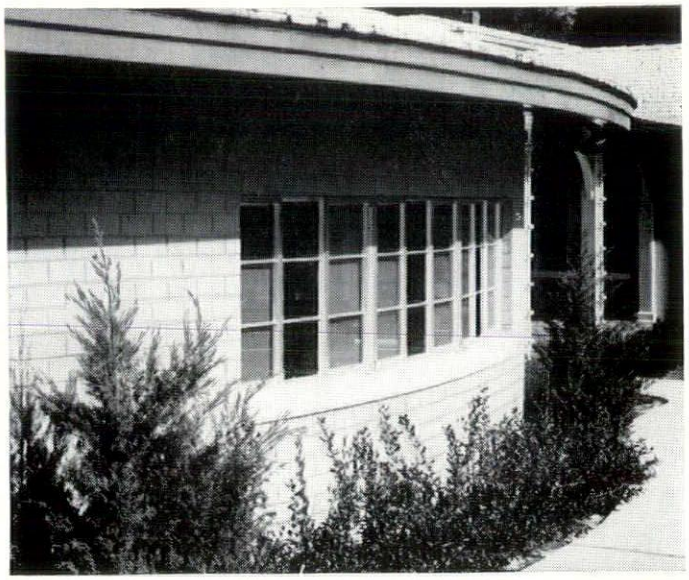
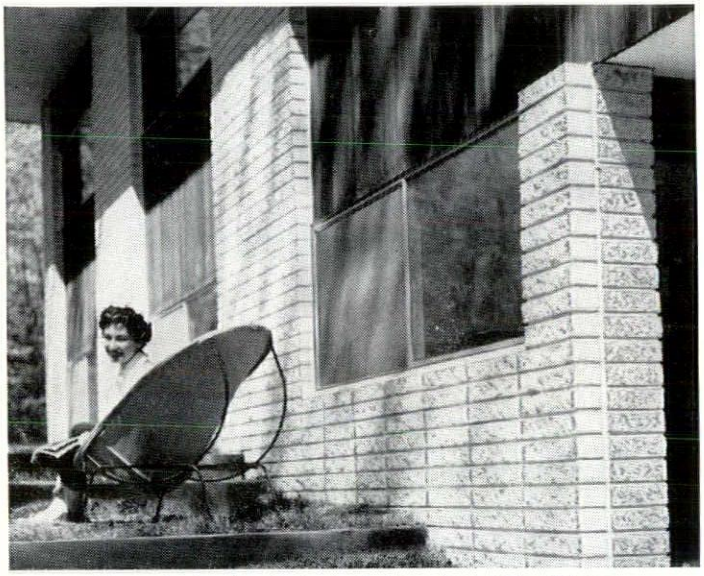


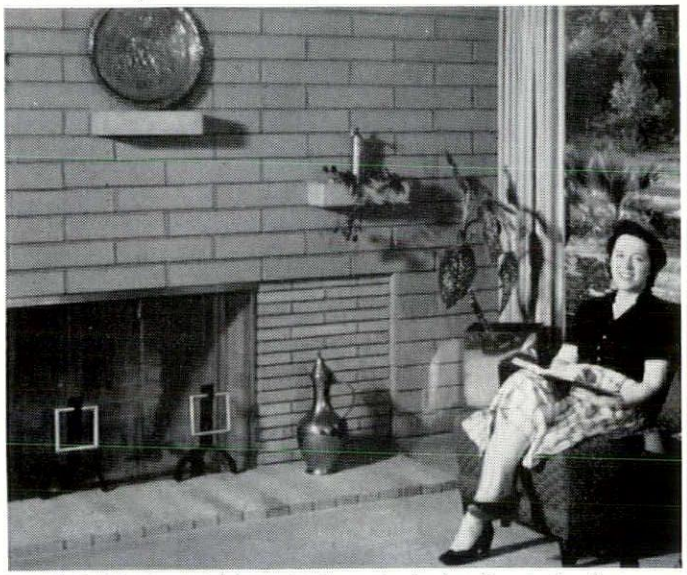
Living concrete in integrally colored 2"-high split block



Painted 4"-high units. Another of concrete masonry's many new forms

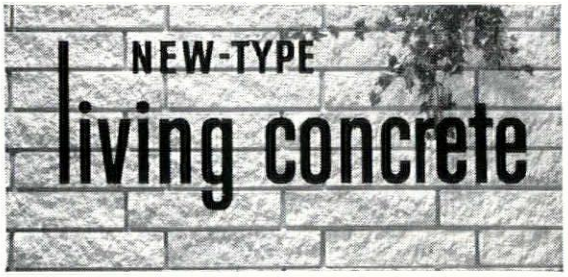


Coarse-textured units in stacked bond for design interest



Raked horizontal joints add dramatic shadow lines to fireplace

Masonry patterns that bring new charm for today's homes...



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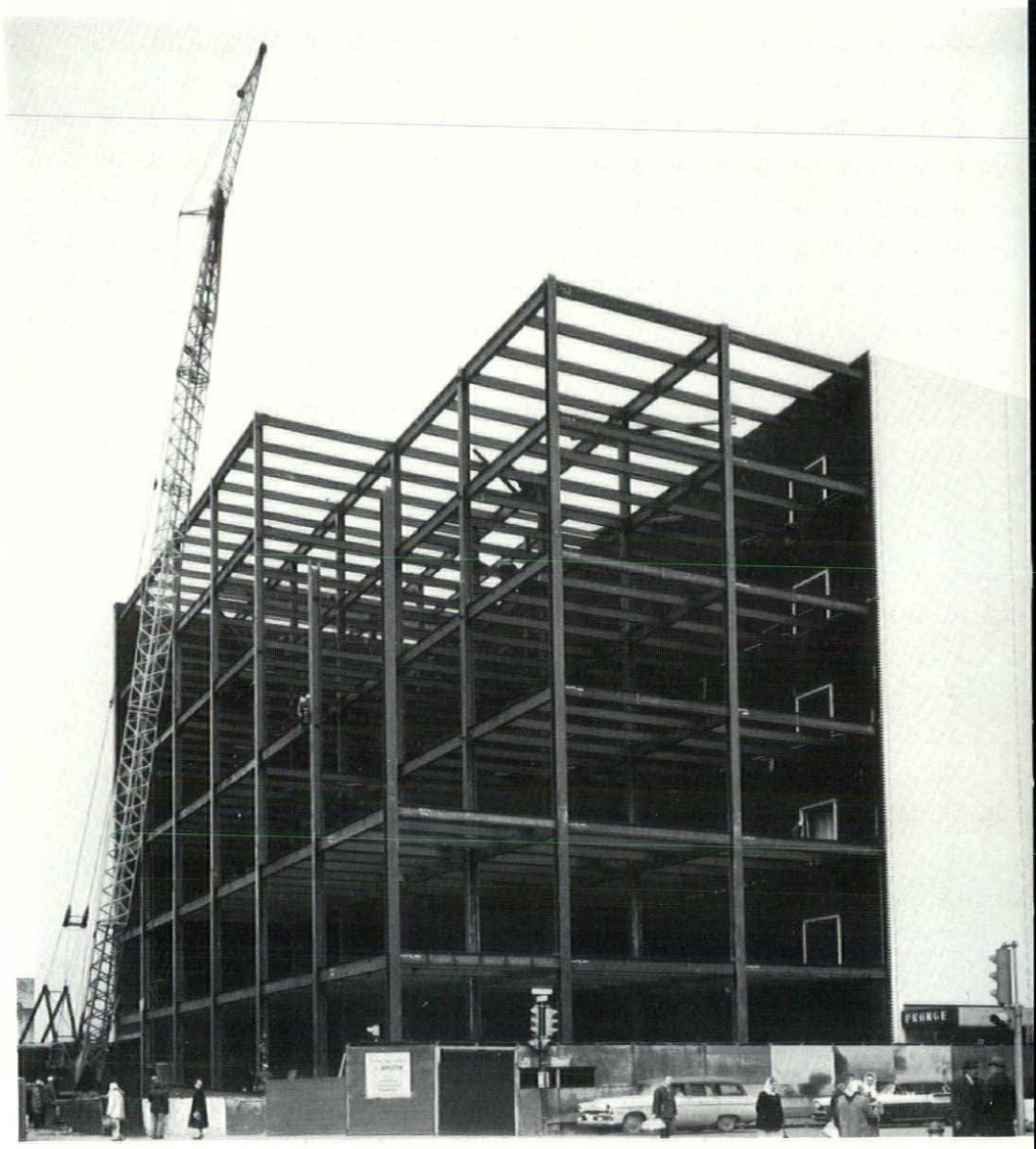

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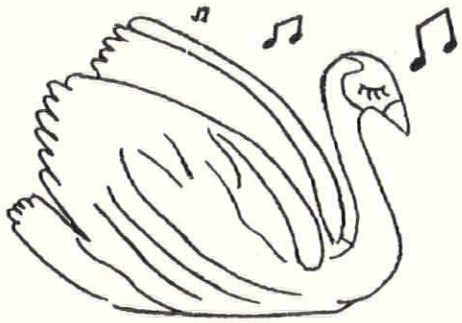

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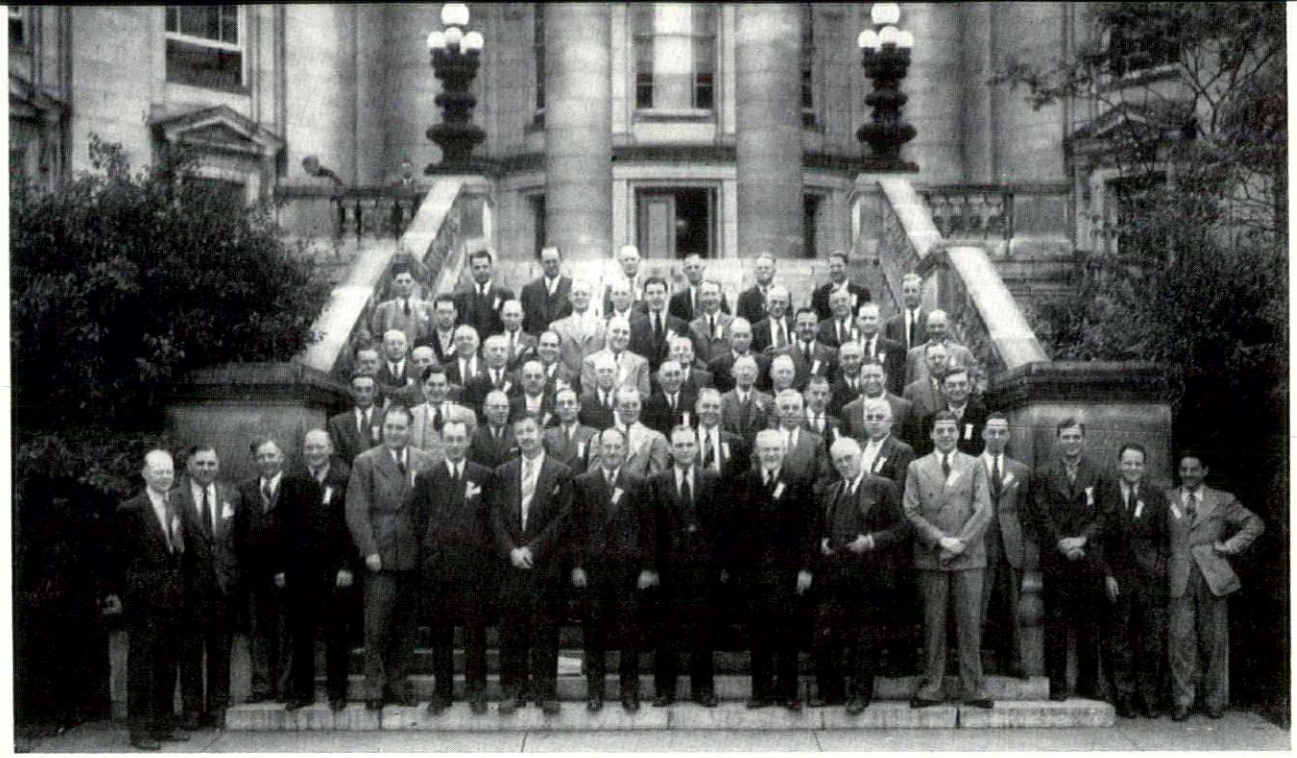

The photo above was taken at the State Association of Wisconsin Architects 10th Annual Convention, Madison, Wisconsin, September, 1941. With the help of architects and exhibitors, we have been able to identify most of those present. Here's the way you looked nineteen years ago! Please write us if you recognize one of the question marks.

Front row, left to right: Henry Hilton, Edward J. Law, Gregory Lefebvre, Al Seitz, Julius Sandstedt, Bob Diedrich, Paul Nystrom, William T. Dortsch, Edgar Berners, ?, Leigh Hunt (Deceased), Noel Safford (D), Allen Strang, Joseph Durrant, Gage Taylor, ?.

Second Row, l to r: Jim Delaney, ?, Wallace Brown, Frederick Raeuber, ?, Mark F. Pfaller, Arthur Seidenschwartz, Grover Lippert.

Behind Wallace Brown, l to r: ?, John Soevig, Emiel Klingler, Ed Kuenzli (D), Willis Leenhouts, Fritz von Grossmann, Walter Trapp.

Behind Jim Delaney l to r: ?, Claude Gagnon, ?, Gerald Rice, Fred Luber, ?, Robert Chase, William Schneider (D), ?.

Behind Claude Gagnon, l to r: ?, Don Schoepke, Walter Memmler, Vern Hart, ?, Carl Ames, Lewis Siberz, ?, Ted Eschweiler, C. A. Wilson, Henry Loeprich.

Top Row, l to r: C. Earl Hess, ?, Harry Bennett, Eward Hintz (who is immediately in front of top row), Ellis Potter, Adolph Gieschen, Laurent Schuette, Walter Judell (in front of Schuette), ?, Henry Dysland, Walter Pollatz (next to Schuette).

Chapter Notes

THE BOARD OF DIRECTORS has named the Lincoln National Life Insurance Company as the carrier for the Chapter's health and hospital insurance effective September 1, 1960. This will replace the current Blue Cross—Blue Shield contract. Detailed information concerning this new plan is being mailed to all Chapter members, both subscribers and non-subscribers. In addition, each Chapter member will be contacted personally by the company's agent, Mr. William Murphy, Madison.

The Board's action resulted from an extensive study of over twenty-five plans presented to the Insurance Committee.

NEW WOMEN'S ARCHITECTURAL LEAGUE OFFICERS in Milwaukee are: President, Mrs. Douglas Drake; Vice President, Mrs. Charles Harper; Recording Secretary, Mrs. Jack R. Kloppenburg; Treasurer, Mrs. Myron Sielaff; Corresponding Secretary, Mrs. Harry Ollrogge.

Other WAL Board members are the Mesdames William Guerin, Charles Haeuser, Arthur Reddemann (appointed to replace Mrs. Paul Jacoby who resigned), Clinton Mochon, Harry Patterson, and Alfred Zarse.

New committee chairmen for WAL are: Architectural Education Seminars, Mrs. Maynard Meyer; Convention, Mrs. Charles Haeuser; Dollhouse, Mrs. Charles Harper; Program, Mrs. William Guerin; Public Relations, Mrs. Harry Patterson; Social, Mrs. Alfred Zarse; Telephone, Mrs. Alfred Zarse.

A NEW OFFICE, Graven and Kenney, 2710 Marshall Court, Doctors Park, Madison, has been opened by Paul B. Graven, AIA, and Norman Kenney.

CONSTRUCTION SPECIFICATION INSTITUTE new officers are: President, Lester G. Seubert, AIA; First Vice President, Karl Roesser; Second Vice President, Wallace R. Lee, Jr., AIA; Secretary, Pete Alexander; Treasurer, John Casey. Directors are Frederick C. Steinhaus, AIA, Harry Ollrogge, AIA, Richard Schweisberger, John Hanlon, Eugene Cady, and Gerry H. Ahrens.

JULY 1, 1960 is the closing date for entrance to the architectural examination to be held August 29 through September 1, 1960. Application should be made to the Wisconsin Registration Board of Architects and Professional Engineers, State Office Building, Madison 2, Wisconsin.

WILLIAM WENZLER, AIA, lectured on his European trip at a recent meeting of the Art Directors Club.

BIENNIAL HONOR AWARDS COMPETITION will be held in 1961. The Wisconsin Chapter Office reminds members that this summer is the time to photograph entries in color (if you prefer) and black and white for publicity purposes.

IN MEMORIAM

The Wisconsin Chapter, AIA, pays tribute to the memory of Theodore Steffen, Sheboygan, who was a loyal associate member of the Chapter from August 4, 1953 until his untimely death in January of this year.

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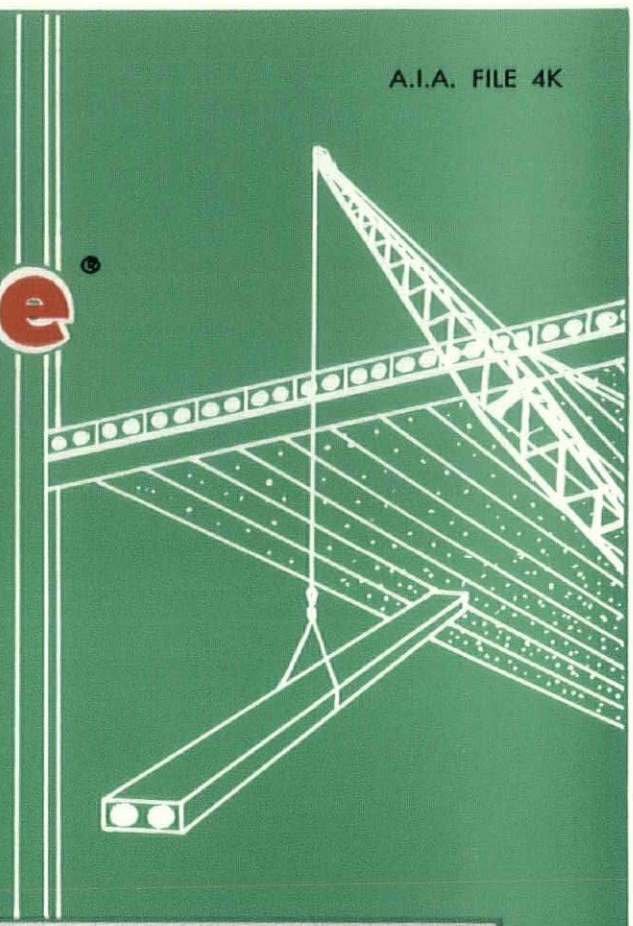

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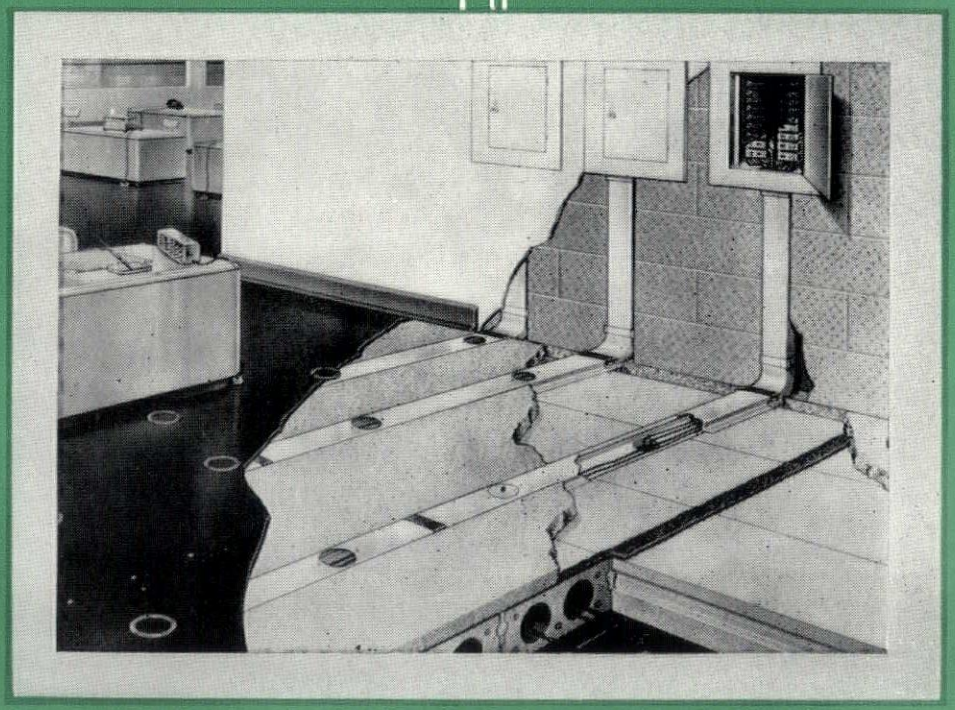

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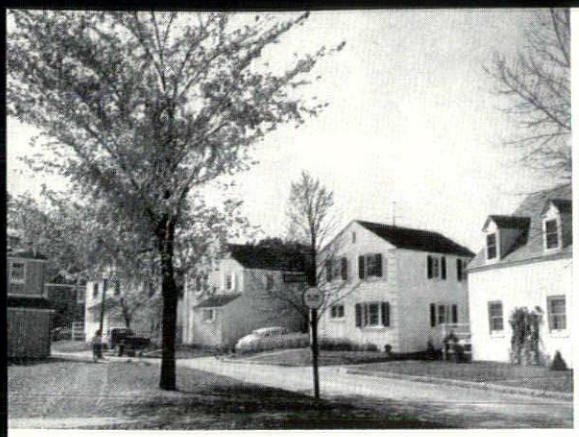
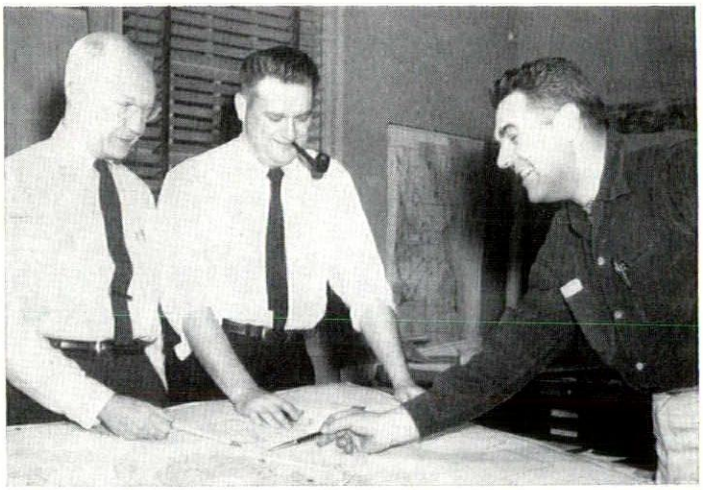


Greendale, Wisconsin, "Garden City." Famous English inventor of the garden city Ebenezer Howard, 1850 to 1928, proposed: "A town designed for healthy living and industry; of a size that makes possible a full measure of social life, but not larger; surrounded by a rural belt; the whole of the land being in public ownership or held in trust for the community."



Left to right: Consultant for Development Leroy A. Riegel, AIA, and staff members Don Hull, Planner, and Carl Reisenbuechler, Civil Engineer.

METAMORPHOSIS OF A VILLAGE

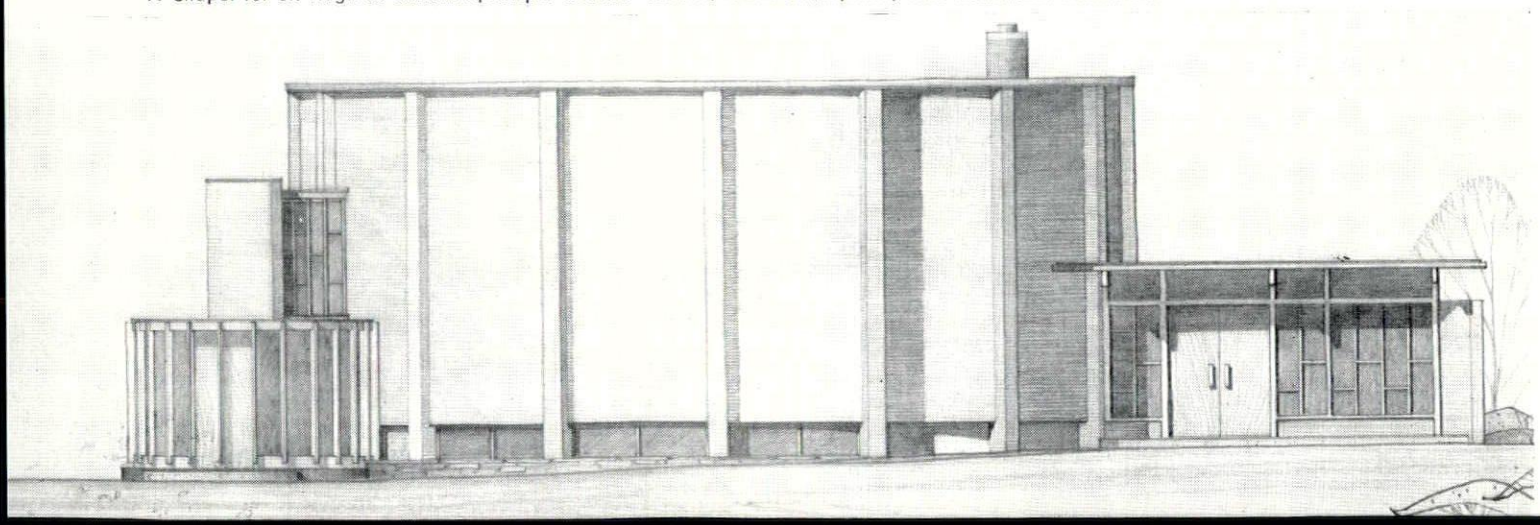
by N. J. Russell, Jr.

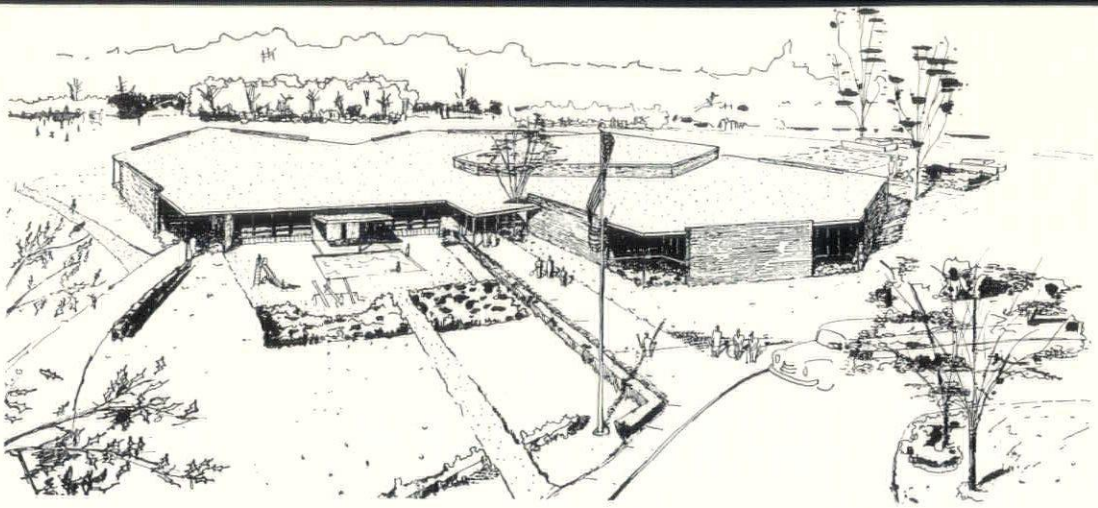
An amalgum of man's finest skills—planning a complete environment for home, education, work and play—has resulted in what today is Greendale, Wisconsin.

Architects and city planners have guided the community from its birth through its thriving youth and to its vigorous, expanding present. The accent has been on plans so well detailed that most of the residents and potential citizens found no serious points to chafe about, or any major irritation at the restrictions necessary in overall planning. The regulations necessary for the operation of any social group were so logical in this case that they paralleled the individual's wishes.

Greendale was born and nurtured by the Federal government during the depression years. Elbert Peets, presently a Planning Consultant working with architectural firms, with his office in Washington, D. C., was one of the area's original planners. A later Federal administration wishing to divest itself of the ownership of

A Chapel for St. Hugh of Lincoln Episcopal Church. Rasche, Schroeder, Spransy and Associates, Architects.





Greendale Elementary School
Lorenz and Mazur, Architects

Village Club, Inc. Recreation Area. Maynard W. Meyer and Associates, Architects

the community, sought after World War II to dispose of the entire area.

At this point occurred one of those fortunate meetings of the right men and the opportunity. In a metropolitan area not noticeably appreciative of the skills of the architect and planner, there was one small group of Milwaukee industrialists who saw the potential which existed in Greendale. In order to preserve the start of good planning which had been made by the Federal government, and in order to continue such overall planning they formed the Milwaukee Community Development Corporation.

The four original organizers of M.C.D.C. were Richard P. Herzfeld, who had the original idea, and was then Chairman of the Board of the Boston Store; William A. Roberts, President of Allis-Chalmers Manufacturing Company; Francis J. Trecker, President of the Kearney-Trecker Corporation; and Louis Quarles, Senior Member of the law firm of Quarles, Herriott and Clemons. In 1954 Paul W. Maher, President of the Boston Store, was added to the Board of Directors, and Robert S. Stevenson, the new President of Allis-Chalmers, was chosen to fill the vacancy created by the death of Mr. Roberts.

The result of the formation of this corporation was that the area was rescued from the clutches of slapdash speculators whose primary interest was to turn a fast buck without regard for the area's welfare or value in later years. It also was saved from piecemeal developers whose resources usually do not permit attention to overall planning and whose instincts seldom run more than a block in any given direction.

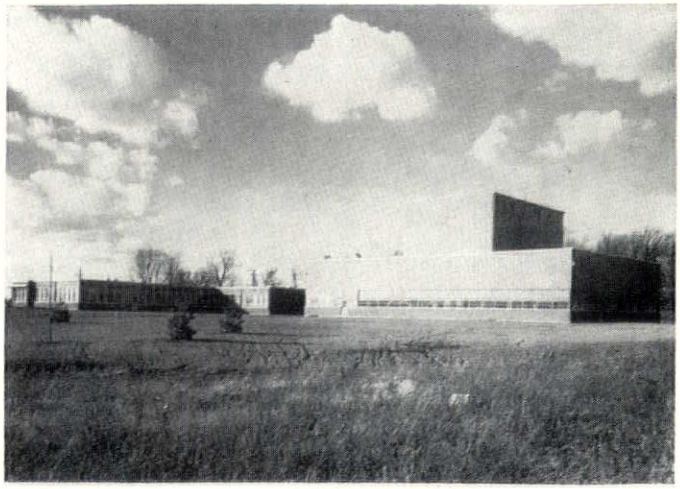
Leroy A. Riegel, A.I.A., was engaged by the corporation as Consultant for Development. His background essentially was architecture and large-scale planning. A graduate of the Architecture School of the University of Pennsylvania, and with experience in private practice and working with governmental bodies, Riegel is a member of the Wisconsin Chapter, AIA. Riegel was the catalytic agent in the emergence of Greendale from the cocoon of Federal ownership and its purchase by enlightened Milwaukee financiers and industrialists.

With a fine sense of the feasible, a realistic understanding of the problems of the merchant builder and pressures which are placed on village government, and an inflexible set of standards scaled for what could and should be accomplished, Riegel, with his staff, worked out a basic overall development plan, and a schedule of individual tracts for immediate and varied types of development. They developed a pattern of land sale to selected real estate developers who were sold portions of land with certain requirements built into the transaction requiring high standards of performance by the developer and follow-up to assure compliance.

The corporation with its benevolent long-range and informed view, took care to set aside large tracts for green areas and recreation areas which a less far-sighted group would have packed with dwellings in the fashion which will, in the not too distant future, create horizontal slums in many other developments.

Consistent with its respect for planning skills, the Corporation regularly has required the services of archi-

Allis Chalmers Greendale Laboratories. Architect, Lloyd Knutsen, AIA, Manager, Allis Chalmers Department of Buildings and Properties.



Greendale High School. Office of von Grossmann, Architects.

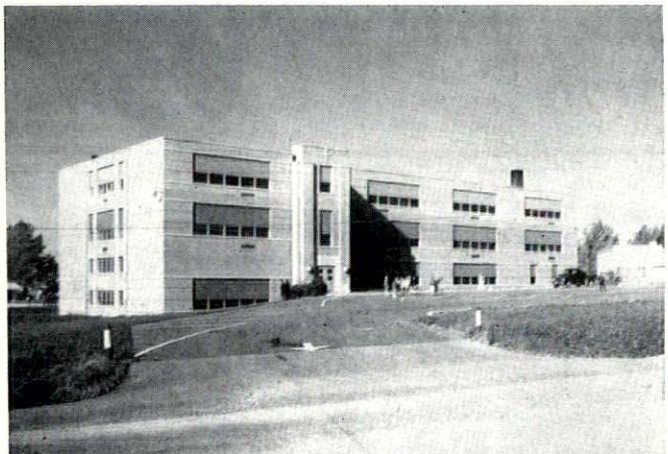
tects throughout its development. On adjacent pages are examples of some of the results of this encouraging climate—churches, schools, recreation facilities and residences designed by members of the Wisconsin Chapter of the American Institute of Architects.

It must not be presumed that all this went forward with everyone concerned in a state of euphoria. Steadfast insistence by the corporation upon the utilization of architectural and planning skills met with some resistance during the early stages of the project. However, the value of these contributions became increasingly evident and the community's appearance and *declining* tax rate have convinced even the most recalcitrant that maybe there is something to this idea of insistence on high planning standards.

City planning, at best, is only dimly understood by the general public. Often the results which good planning obtains for a community are intangible and years in arriving. In Greendale the results are apparent and have accrued in a very short time. Here in microcosm, capable of easy and rapid study, is an example of broad gauge municipal cooperation with enlightened private interests which might well be viewed carefully by larger communities.

The lesson to be learned is that high standards of planning administered with intelligence and unaffected by expediency and pleas for deviation which chip away at the overall plan—will pay off. It is not the specifics of a plan which must be inflexible as it is effectuated, it is the *standards* which must be maintained. In this regard Greendale has set an admirable pattern for the State of Wisconsin.

St. Alphonsus Catholic Church and School
Mark F. Pfaller Associates, Inc., Architects



A "Greenbelt" Blooms

Another fortunate marriage of capability and opportunity occurred as Dale R. Johnson, an associate member of the Wisconsin Chapter of the American Institute of Architects became a member of the Greendale Village Board. He served in this capacity for six years, two as Village Trustee, and four as Village President.

Johnson was at one time Chief of Planning and Development for the Housing Authority for the City of Milwaukee, and presently is an associate of the architectural firm of Ebling, Plunkett and Keymar. Naturally, on the Greendale Village Board he was able not only to sympathize with the aims of the Milwaukee Community Development Corporation, but to aid in implementing them through his connection with the village government. The following article by Dale Johnson appeared in the July, 1959, National Civic Review.

In the past five years, the greenbelt village of Greendale, a suburb of Milwaukee, has been a proving ground for greenbelt planning under private auspices. While not every detail of the phenomenal growth which has doubled the number of resident families and more than tripled property valuation in five years may be applicable to other communities, many of Greendale's distinctive advantages could be realized elsewhere.

Greendale is one of three so-called "greenbelt" communities, organized under the auspices of the Department of Agriculture's Resettlement Administration during the depression years. The other two are Greenbelt, Maryland, a suburb of Washington, D. C., and Greenhills, Ohio, near Cincinnati. The community adopted the council-manager plan in 1939, while it was still under federal guidance, and has continued that form of government since.

The principal advantage Greendale has had, which is not available in most areas, is single ownership of all the undeveloped land. The Milwaukee Community Development Corporation, public-spirited private company which owns the land, is pledged to continue the original character of the planning of Greendale. This corporation, under public supervision and control, has assumed much of the burden of planning subdivision development in its 2,200 acres of rolling and partly wooded countryside.

The availability of water and sewer systems capable of extension became the keystone of Greendale's development in a metropolitan area with a growing shortage of improved building sites. Another important capital asset was the public school building with sufficient capacity for 200 to 300 tuition high school pupils from adjoining communities.

(*Continued on Page* 12)

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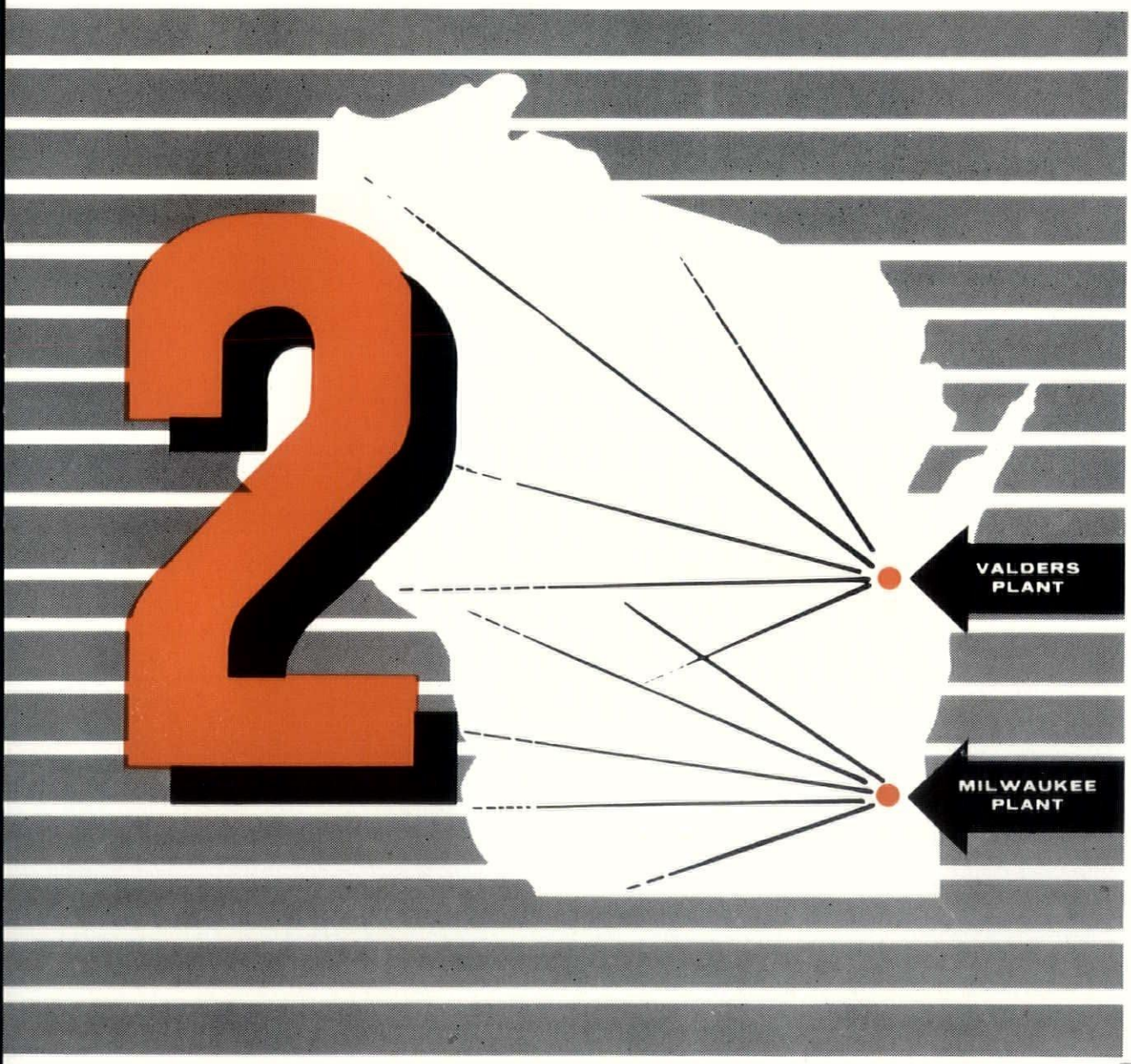

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Metamorphosis

After Greendale was sold by the government to private enterprise in 1952, it became the "growingest" community in Milwaukee County, percentagewise, in the first five years. This despite the fact that it had the highest taxes in the county at the start of this period and also had to overcome a considerable public prejudice because of its Resettlement Administration origins.

In spite of a rapid school building program and extension of village services, the tax rate has declined each year, so that Greendale's rate at equalized valuations is now exceeded by about 70 per cent of the property in Milwaukee County. The total village rate at assessed levels dropped slightly, while the rates of most communities rose steadily.

This stabilization of the tax cost, a key step in providing a suitable condition for growth, was accomplished by a number of factors. One was careful attention to capital outlay budgeting details by the Greendale schools. Another was Wisconsin's school aid law, with a 15-mill ceiling for school operations. Careful village budgeting for regular municipal operations sometimes involved postponing purchase of desired equipment, or postponing additions to village services or desirable pay increases.

The first growth of the village was in the residential field. Those subdivisions directly adjacent to existing Greendale homes offered well planned small homes on fully improved lots or building sites alone on a basis highly competitive pricewise with less well developed areas outside of the village. Greendale tended to be the choice of the families recognizing the merit of the numerous community facilities that went with the purchase of a home in Greendale. Sewers, water, storm sewers, curbs, paved streets and sidewalks were included in the purchase prices of the lots, and such community facilities as schools and fire and police protection were provided.

Additional subdivisions were planned and a second and somewhat more vigorous realtor-developer offered a wider variety of slightly larger homes—again on fully developed lots. The usual procedure was to build a dozen or more models in a group, advertise them and sell similar homes on available lots, tailored somewhat more precisely to the buyer's wants.

The street pattern employed for the residential areas placed all service entrances to the residences on looped residential streets. The through village traffic streets thus remained available for their primary purpose of carrying traffic free of unnecessary hindrances. These curving streets are the main stems, carrying the residential streets almost as leaves. The increased safety and privacy of this pattern is rather quickly appreciated by families considering purchase of a home.

* * *

Another planning factor with strong public appeal has been the reservation of permanent greenbelt spaces near or adjacent to almost every subdivision. Some of these lands are publicly owned by the school district or the county park commission, or to a lesser degree by the village. Most of the newly reserved areas, however, are being held for transfer to the Home Owners' Associations of the adjacent subdivision. While these areas may not become polished parks, there is the assurance that they will provide green breaks and recreational opportunities in what in most areas would have been solid residential development.

While these greenbelts will not be as extensive as provided in the original plan studies prepared during the period of federal ownership, ultimately upwards of 30 per cent of the village land area will be in some form of greenbelt use. Something over 10 per cent of the areas being developed are being added to the community's already extensive greenbelt areas.

One of the major factors justifying and enabling establishment of these permanent greenbelt reservations has been the use of small but appropriate sites for multi-family development. Thus area requirements of 2,700 to 3,000 square feet per dwelling unit, as compared to 8,000 for a single family dwelling, have made it possible to free greenbelt land for community use.

With the village board and the developers aware of the difficulties which sometimes arise in providing relatively low valuations per family if the multi-family units are planned to accommodate large families, special emphasis has been placed on two types of multi-family occupancy.

The first has been one- and two-bedroom apartments, grouped in buildings of four to eight units, generally in open but wooded courts, with lower or incentive rental for "senior" citizens. The developer, who believes that such families can keep maintenance and repair costs to a minimum, is passing that rental savings along to the tenants. Contrary to the usual expectation, these retirement apartment units have been more significant financially to the village and school districts than has the village's "not-to-be-sneezed-at" combined commercial and industrial growth.

Dale R. Johnson

The other type of apartment unit now being built is primarily for upper income families who, for various reasons, may care to reside in the area without the immediate necessity of purchasing a home. But knowing the appeal that Greendale has had for many who have lived in its earlier rental facilities, many of these families should become prime prospects for a permanent home in the village.

With the growth in the number of families resident in the village, an expansion of the village's shopping center followed, greatly boosting its non-residential tax base and increasing employment opportunities within the village. This meritorious addition to the community evoked moans and petitions from those "old-timers" who wanted the village to buy for park purposes the land it had zoned a few years previously as the only logical area for expansion of its shopping center. Judging from the number of cars using the enlarged center, however, the volume of retail business being done is growing at least as fast as the village.

* * *

Greendale, as a suburban community without rail facilities, is not an industrial center. Yet when Allis-Chalmers was seeking a site for its new research and development labs, no other community could offer a site so well suited and so well served as the one in Greendale. Hence, Greendale is now the site of employment of about 200 research engineers, technicians and administrative personnel. Some of these employees are finding how nice it is to be able to stop wasting the time and expense of traveling back and forth to and from work, and are moving to new homes or apartments within a short walk of work.

Strange as it may seem, providing high school education for children from neighboring areas has been a

(*Continued on Page* 17)

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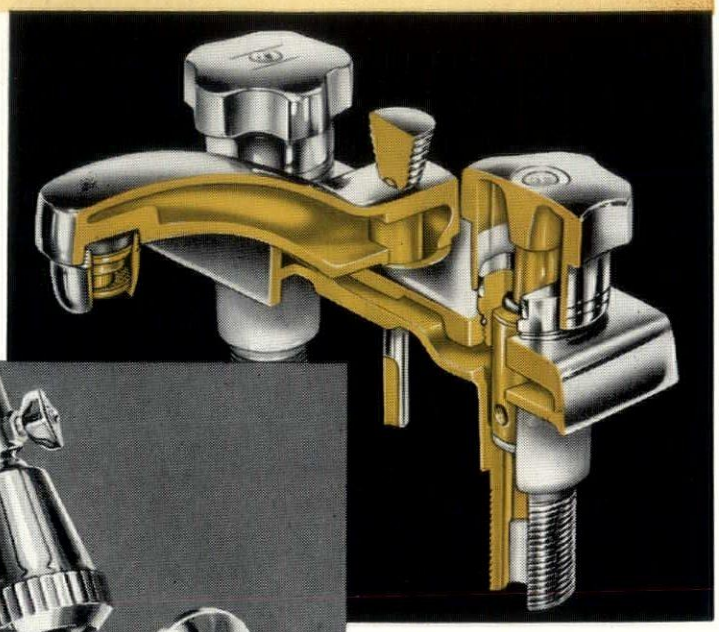

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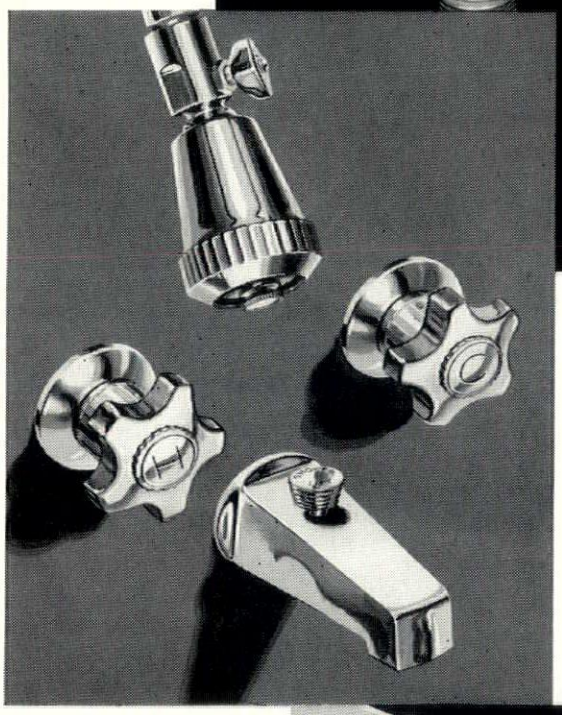

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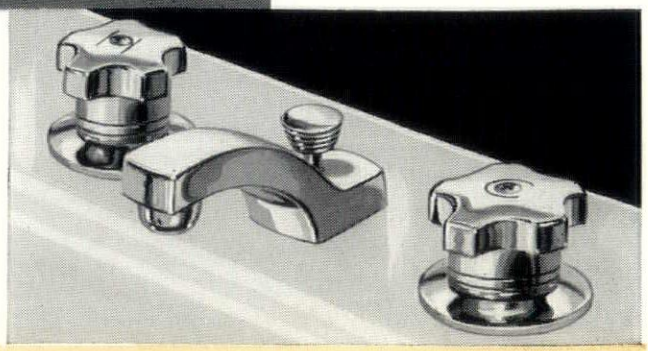

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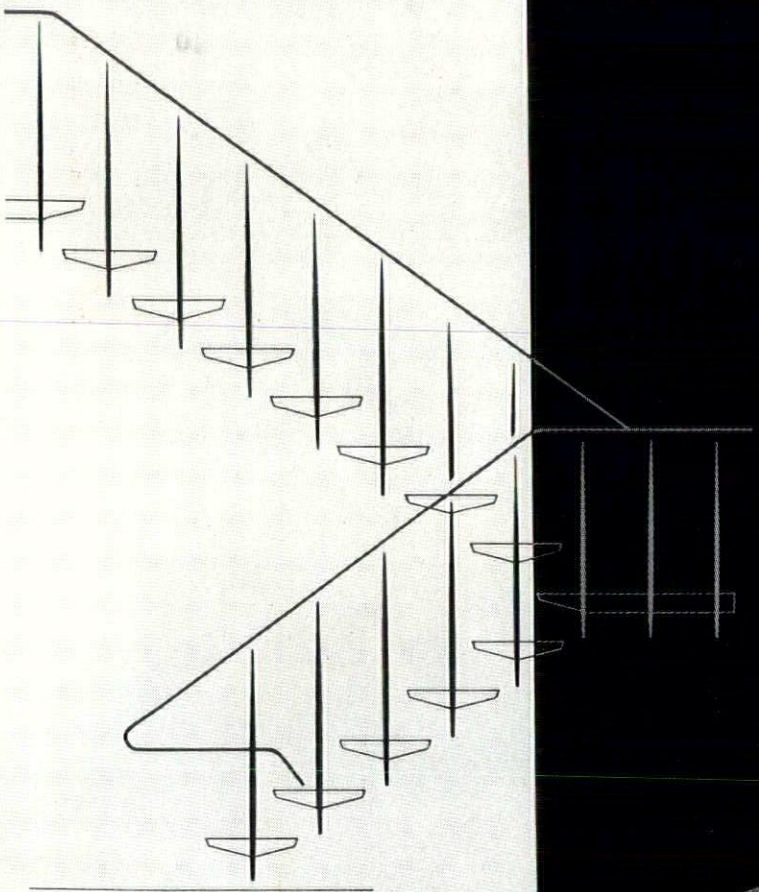

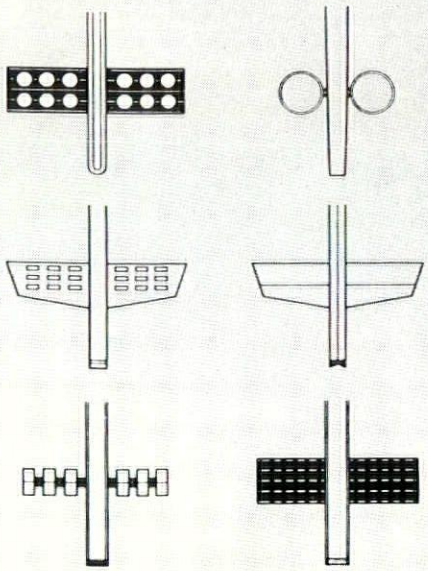

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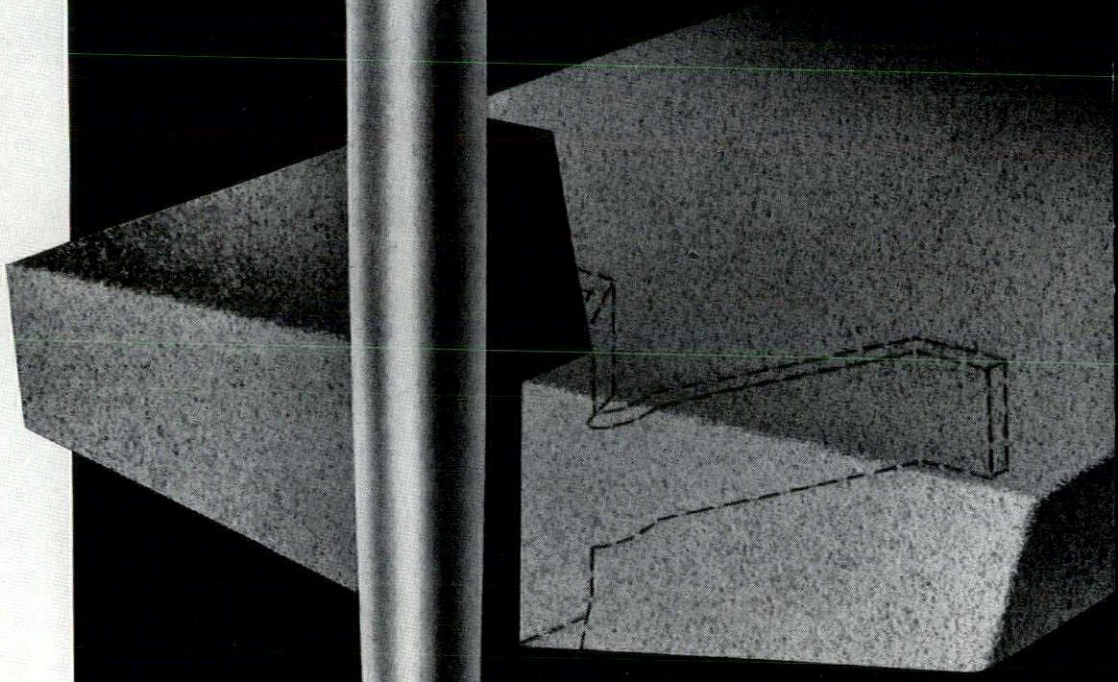

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major educational and economic function of the village's high school. Greendale, still too small by itself to enroll the 400 to 500 minimum number of students recommended for an adequate high school program, has accepted a fairly long-term responsibility by providing high school facilities for an area several times its size beyond its borders.

With its union high district (non-operating) superimposed on the existing Greendale common school district—kindergarten through twelfth grades—sufficient borrowing power has been created to enable Greendale to keep up with or ahead of its prospective student growth for a long time to come. Having the 300 or more tuition high school pupils to educate along with over 200 resident Greendale pupils has not only made a better education possible for all pupils, but it has also produced significant tuition revenues to help pay for the new school facilities. As the village grows, all facilities will be needed eventually for its resident pupils. Greendale, it might be noted, is distinguished in having, percentagewise, the most reserve pupil stations (now being used for tuition pupils) of any community in Milwaukee County, despite its rapid growth.

Early in the development of the village, the village board concluded that fully equipped building sites were among the features which Greendale could offer. Nor did the village fathers desire to incur the high costs of later correcting inadequately developed subdivisions. Since the families moving to Greendale were sharing in the Community's water, sewer, school and other public facilities, the board felt it was entirely fair that the village not be saddled later with any portion of the cost of replacing inadequate street paving, storm sewers, curbs or sidewalks. Betterment of the tax picture precluded allowing such a haphazard method of development as many communities seem willing to condone.

* * *

Consequently, when plats are submitted for final approval by the village board, engineering plans for all required improvements are ready simultaneously. Bids are shortly taken, or the work contracted for directly by the village in some instances, and special assessments levied to finance a very large part of the subdivision improvements. Once the special assessments are levied (before there are individual lot owners), B bonds can be issued against these assessments in order to finance the contract awards. These securities convert land improvements, which are not normally mortgagable, into an acceptable security for financial institutions. As the lots are sold, these bonds and assessments are paid off. For the lots not sold in the first year, the developer must meet his first 20 per cent of the total plus interest, but most are sold before the second payment becomes due.

In Greendale special assessment B bonds have normally financed almost everything except land purchase and street grading. This includes water mains and house services, sewer mains and laterals, storm sewers, curb or gutters, street base and surfacing, and sidewalks. Since these are levied uniformly on the lots prior to sale, the assessments are usually the same for each lot, thereby eliminating a major source of trouble which occurs when such assessments must be levied after individual ownership is acquired—and the wisdom of a Solomon is needed to provide a completely equitable and acceptable levy.

Except in one area devoted to larger homes, artificial or area restrictions have not been placed on new developments to exclude families of somewhat limited incomes. This particular subdivision, well suited for large homes, also requires septic tank disposal systems and three-quarters of an acre minimum lots. Most of the new subdivisions with sewer and water have provided fully improved lots of 70 feet and up in width. Such homes on improved lots will generally sell in the Milwaukee market in the price class of $15,000 and up. While this is not producing housing for the families below a median income level—as the original development of Greendale as a Resettlement community intended—it is producing good housing for families in the $6,000 and more per year range.

In establishing certain through streets as traffic streets, the village for several years assumed responsibility for paving (not grading) this street which normally had little, if any, residential frontage. While this program was in effect, the village customarily required that the paving be contracted back to the village at roughly prevailing commercial rates. The overhead, tax and profit margin which the village did not have to realize became the source of revenues to pay for the paving of the community facility, the village traffic street. A somewhat similar policy was followed on water main installations.

With these two elements of contracted work being handled by the village, the first several years of growth enabled the village to accept its community responsibilities without going to the existing property taxpayers for funds. The present village administration has taken the more simple "out" of just telling the developer to put it all in if he wants the development. This new policy leaves unanswered the question of how to earn funds for certain community improvements not lying directly within the various subdivisions, or the possibility of having a benefit assessment thrown out because it was levied to cover water mains larger than the six-inch size permitted by law.

* * *

It is the writer's opinion that far too many Wisconsin communities have set arbitrary zoning standards at excessively high levels in order to try to serve only the highest possible income families in order to receive refunds on their Wisconsin income tax and to establish a lightly taxed community. Greendale is an operating proof that such arbitrary and unjustified requirements are not necessary for thoroughly healthful growth, for an improving tax picture, or for construction of necessary school facilities. Contrariwise, however, Greendale is aware that in developing under private auspices, there are practicable lower limits of family income below which neither new housing can be furnished nor school building needs met if the valuations per additional school child drop too low.

Communities using greenbelt-type planning can grow under the principal conditions of private ownership and enterprise and meet their community responsibilities as they grow. However, facing the economic realities of community growth—at least in Wisconsin—probably precludes any appreciable development of tax-exempt public housing to serve lower income families unless there is a large non-residential tax base to help carry the tax-exempt housing. Public devotion to the cause of building new towns for lower income families on any tax-exempt basis probably carries with it the concomitant responsibility to subsidize the construction of essential facilities, etc. which cannot be provided in a normal manner for lack of a suitable tax base.

WHY I BELIEVE IN THE AIA

by A. Quincy Jones, AIA

A. Quincy Jones, AIA, is President of the Southern California Chapter of the American Institute of Architects. The Southern California Bulletin, from which the following is a reprint, states that Jones here "reaffirms his faith in unified action in today's complex world of mounting pressures."

It is impossible to tell you what *will* be done during 1960. It is next to impossible to tell you what *can* be done. It occurs to me that it is more important to tell you what *I believe*,—and *why!*

I believe architecture is an art, and that the architect has a responsibility to individual man and collective man. The architect has a responsibility in self and public education, in business, in legislative matters, in public relations, in self-discipline, and in constructive communications. When thinking of these six responsibilities in relation to society, it is obviously impossible for the individual architect by himself to do what must be done.

I believe *this is the most important reason for the existence of the American Institute of Architects.*

Just as each of you realizes the importance of professional imagination in the conduct of his work as an architect, it is most important for the Institute to have and to execute a continuing communal imagination, an imagination directed to the good of society.

It has been said that the directors and chairmen of boards, the politicians, the administrators, and most laymen do not have imagination. *I do not believe this is true.* It seems to me that most of them have a great deal of imagination, but that it is directed in a different way because of a different starting point.

Louis Sullivan, in one of my favorite architectural books *Kindergarten Chats*, has expressed this much better than I can. He describes how the architect is not a surveyor, an engineer, a builder, nor businessman. He is an *architect* and his true function is to interpret and to initiate. He goes on and says,

"I assume that other men than architects—interpret and initiate. But not one of them is expected to interpret the wants of people with the view to initiate buildings, *hence the true function of the architect is to initiate such buildings as shall correspond to the real needs of the people.*"

Why is it important that there be imagination? Why is it important for architects to understand their profession as an art? The present day scientific knowledges have created a civilization that is hungry for tranquillity. Progress in the sciences is such that the physical and mental tensions are growing at an accelerated rate. There is a lack of balance between our powers of thinking and our sense of feeling.

Unfortunately the demand for shaping the emotional life of the masses is essentially unrecognized. Emotional life is a function of environment. Environment is shaped by the four-dimensional art *architecture*. Painting is a two-dimensional art, sculpture a three-dimensional art, but architecture has the three dimensions of sculpture with the added dimension of time. This dimension of time becomes important as a factor in the concept of any new architectural project, not only as a consideration as to how will a building or community physically weather, but what consideration should be given as to flexibility and expandability in relation to the environment of any given time.

Flexibility and expandability are not used in the same context as applied to a client for a single project with only his own program in mind and with no particular concern for how time affects the entire community.

Maybe I can best illustrate what I mean by a comparison that does include the consideration of time and the increasing complexities of life.

Once there was a barn, and in the barn was a cow. Nearby stood a house, and in the house was a baby. Milk was taken from the cow by means of a now vanishing art—so to the bucket, to the bottle, to the baby in a direct production sequence of functional efficiency. The complete community was a barn and a house.

Today we still have the two principal characters in this story, the cow and the baby—but we have added many more. The manufacturer who makes the milking machine, the processor, the wholesaler, the retailer, and the transporter; the chemist, the homogenizer, the pasteurizer, the certifier, and the vitamin-enricher. All of these varied operations need the support of the bank, both to deposit profits and to borrow money to make more money—and finally the advertising agency to invent beguiling slogans and to design appetizing containers. We are suddenly confronted with a whole army of high-salaried milk-men engaged in a mighty effort to extract milk from the cow and get it to the baby. The community is no longer a house and a barn, a cow and a baby. It is now a metropolis, and the characters in our little story are only statistics.

Every activity of our lives has a parallel indicating increased complexity.

The communities and metropolitan areas that have been created to house these requirements may seem complicated, but they are simple compared to what they will be in the future. Now, it is the architect's place in our social structure to find the kind of flexibility and expandability in relation to time as it affects the environment of people. Every minute of our lives from infancy through adulthood is affected by architecture. We could have no greater responsibility.

There is no *unimportant* architecture. The barn, the tract house, the factory, the warehouse, and the service station are equally as important in our total environment as the museum, opera house, shopping center and church. This total responsibility cannot be met by an individual architect when he must face all of today's complexities of practice. The American Institute of Architects through a joint effort by a great number of architects should be a device to make it possible for all of us to spend a larger proportion of our time practicing real architecture.

If I should pose the question: "Should the architect be the best possible business man and sublet design and technical skills?," there is no doubt that the answer would be negative. On the other hand, to the question: "Should the architect be the designer with the technical ability and sublet the business functions of a practice?," most all of you would agree that this would be ideal. I believe that allotting a small portion of each member's time to some constructive function of the Institute would make it possible for all of us to practice architecture as we like to think of the practice of architecture.

It seems to me that mounting pressures often lead us to put emphasis in the wrong areas of practice. This reminds me of an anecdote. Recently I made a trip to Europe with a group of architects. While in Le Havre and after an afternoon of inspecting their reconstruction and new city plan, the local architect who was acting as our guide, reminded us that we were due at the city hall for a mayor's reception. On approaching the new city hall, we turned into a side street to use a secondary entrance. The guide said, "This building does have a main entrance, but it is so *main* that no one ever uses it."

The problem of proper emphasis is clear, but the solution may become confused when there is such an accelerated change in the patterns of our civilization.

If we are going to be architects and truly believe that architecture is an art and that architects and architecture can provide a better environment for people, we must find the device that will make it possible to expend the majority of our energies in architecture as an art. This device, if all of us want it to be, is the American Institute of Architects. The American Institute of Architects can only be successful through the activities of its various committees. Only a little bit can be done each year, so this activity has to be a continuing thing, year after year.

We stand at the beginning of the fourth year of the second century of the American Institute of Architects.

The Fabulous Fifties lie behind us. The Scientific Sixties, as prophesied, lie ahead. With *imagination*, both individual and collective, we may find our way.

I have told you what I believe,—and why I believe in the A.I.A.

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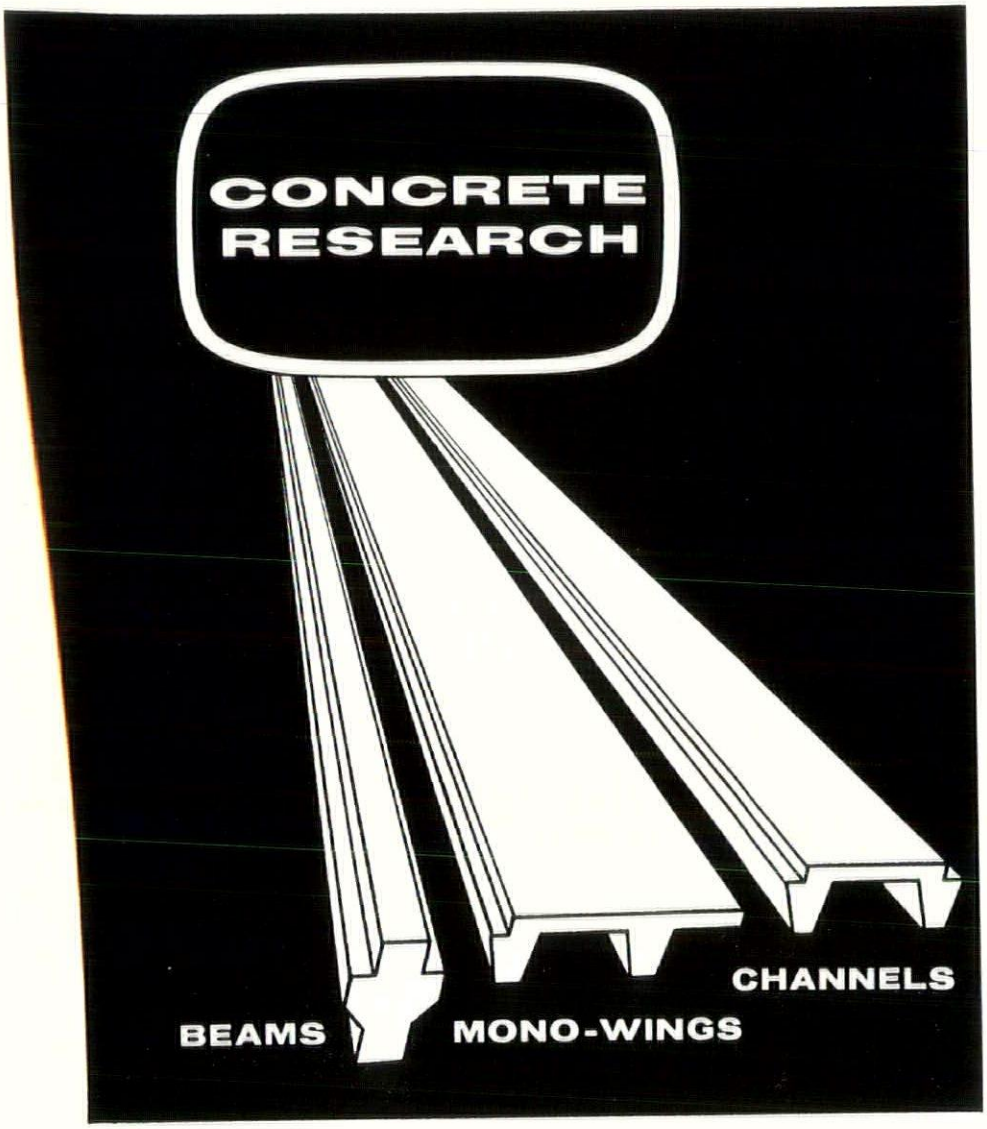

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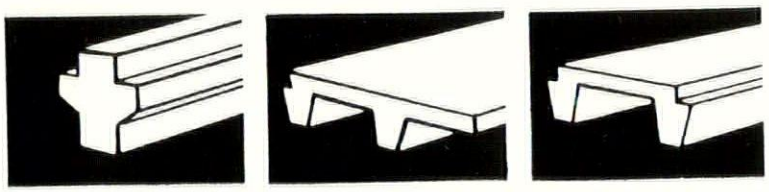

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For Your Reading

Editor's Note: This is another in the series of reviews written exclusively for the Wisconsin Architect which will be published as new books of interest to architects are released.

The trouble with some books—or perhaps it's with the reader—is that they may lead to thinking (using the word as an encompassing term for the process of reflecting, reasoning and deliberating).

Thinking, in turn, may lead to reading another book, more thinking and still more books, thus setting up a somewhat irritating, time consuming and probably non-money-making chain reaction.

Luckily, few of us—except children who aren't old enough to know any better—permit ourselves to fall into this reading-thinking pitfall.

Many of us do not read at all. Many of us who do on occasion open a book have trained ourselves not to take the next step and think about what the author is saying.

Years of reading (or could it be poor writing?) have enabled most of us to look at the printed page without being influenced by the words that are on it. (One major problem of appliance manufacturers is that buyers of their products do not read nor follow the carefully prepared installation, operating and maintenance instructions.)

More skilled "readers" have learned the knack of skipping along until they hit upon one or two sentences which appear to solve a minor problem encountered on the job, whereupon the book has served its purpose and can be put aside.

And those of us who have developed their bookish skills to a greater degree can even summarize and discuss a particular book without ever actually considering the ideas it presents.

For, of course, a book is nothing more than a mechanical contrivance for an individual to present his ideas to his fellows. Some authors do this well; some badly. Some ideas have merit; some do not. And some books contain ideas which, if the reader is not alert, are likely to generate either questions which demand some kind of answer, unsettling ideas, or both.

All this is meant as a friendly warning for those unsuspecting persons who might otherwise borrow or buy a copy of "Creative Playgrounds and Recreation Centers" (Praeger, $12.50). The book was written by Alfred Ledermann and Alfred Trachsel, both of Zurich, Switzerland, with a chapter by Aldo van Eyck of Amsterdam, Holland. Ledermann is general secretary of the Swiss Pro Juventute foundation. Trachel is an architect and city planner and van Eyck specializes in playground planning in Amsterdam.

Briefly, the book aims to examine the leisure time needs of urban residents, particularly children, and show by example how at least some of these needs can be met.

But in the process—and here is the trap—it also invites one to reflect more closely upon such basic questions as: What are the fundamental needs of urban dwellers? Do we in fact need to preserve our cities? What is work? Play? Leisure? Recreation? Home? Community? Whose is the responsibility for education? For leisure activities? Must play be creative to be worthwhile? Active? What about "just plain loafing"?

In truth, if one is not careful, he may even find himself turning to such additional books as David Riesman's "The Lonely Crowd" and "Individualism Reconsidered" for somewhat contrasting views on some of these points!

Ledermann states his own position clearly and concisely:

"Play is of decisive importance for the psychological development and the maturing of man. The consequences of insufficient possibilities for active and creative play clearly show results such as: poor imagination, nervousness, and irritability of children, waste of spare time and craving for entertainment, aggressiveness and rowdyism of many teen agers . . . . many of these wrong developments could be avoided or at least mitigated by means of an environment in which the child can wear out its joys and sorrows."

Later, he says: "Modern city life weighs heavily on the nerves and health of mankind, more so than in former times . . . . From this arises the need for fresh opportunities for creative activity and appropriate utilisation of spare time (playgrounds and recreation centers)."

Reviewer's note: Some sociologists argue that a man (or child) ought to be allowed to do as he darned well pleases, within the limits of the law, with his spare time!

After stating his basic position, Ledermann examines the play space needs of various age groups and the design and equipping of these spaces. Of particular interest are his 10 points on the design of playgrounds:

1. Each playground must be designed and equipped from the point of view of its function, play.
2. The architect, the landscape designer and the educationist must work together in order to create good playgrounds.
3. The playground should not serve passive entertainment, but ought to stimulate active, independent and creative play.
4. More valuable than mechanical play equipment are half-finished components and materials encouraging constructive activity.
5. Design and equipment of the playground should be governed by the typical games of the age group for which the ground is planned.
6. The playground should not be designed specifically for certain games, but should afford opportunities for a variety of them.
7. In planning playgrounds the functions and movements of the various games should be taken into account.
8. The games of fantasy should not be overlooked.
9. Architects and landscape designers should themselves "play" a little while designing the grounds.
10. For designing, equipping and maintaining a playground, interested groups of people should be called upon to co-operate—especially parents and people living adjacent to the grounds.

Trachsel examines the problem of play spaces from a more practical standpoint, showing how the other problems of the city planner can be solved without destroying the spaces which the children should have.

Van Eyck discusses a bit more emotionally the interrelationship between the city and the child and the man or woman that he will become.

TO THE POINT

DO YOUR SPECIFICATIONS WEAR HIGH-BUTTON SHOES?

Obsolete Paint Requirements in hollow metal specifications are still very much in evidence—terms such as "egg-shell gloss" are almost meaningless in light of modern paint techniques and terminology. Another obsolete term is "six-coat enamel" finishes.

Today's painting techniques can assure the architect of the same quality finishes received in the earlier techniques of 20 years ago and do it less expensively. A six-coat process, with knifed-in fillers and primers and undercoats sprayed on in layers and separately hand-rubbed must inevitably impose extra costs on the job.

Door manufacturers and their paint suppliers have taken years to perfect painting techniques based upon their own conveyor line speeds, baking cycles and manufacturing practices. And standard, modern terms such as "high gloss," "medium gloss," "low gloss" or "flat" finishes are widely accepted and understood by the industry. The degree of gloss can be accurately measured by a modern instrument known as a gloss meter and paints can be mixed to any desired gloss rating. Use of these terms by architects will give them the finishes they expect without confusion over terms.

* * *

A Surprising Statement came from an architect's letter recently: "If I get 10 years of trouble-free service from a product installed in my building, I'm extremely happy. And I really only expect the average life of today's building to be about 25 years." While we disclaim any authority on the average building's life span, we are certain the architect should expect more than 10 years' service from his roofs, doors and entrances where properly specified and installed for normal usage, surroundings and maintenance. Short-lived performance suggests abnormal conditions, shoddy materials or poor craftsmanship!

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"To The Point" is published by the Overly Manufacturing Company for the express interest of the architectural and building professions. Your comments are welcome and will be discussed in this column. Write: H. W. Wehe, Jr., Executive Vice President, Overly Manufacturing Company, Greensburg, Pa. Other Overly plants at St. Louis, Mo., and Los Angeles, Calif.

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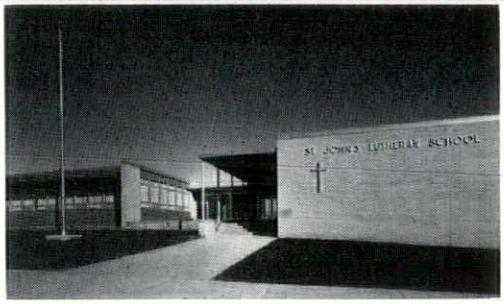

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Welcome Aboard . . .

The Wisconsin Chapter, AIA, welcomes the following who recently have been accepted or advanced in membership:

ROBERT A. GAHL, new Junior Associate member was born in May, 1933, in Milwaukee. He received a Bachelor of Architecture degree from University of Notre Dame in 1956, and a Bachelor of Science in Meteorology from Pennsylvania State College in 1958. Gahl spent two and one-half years with the United States Air Force and has been a draftsman with the South Milwaukee firm of Zarse Associates, Inc., since October, 1959. He received first prize in the Church Property Administration Sculpturing Competition in 1956.

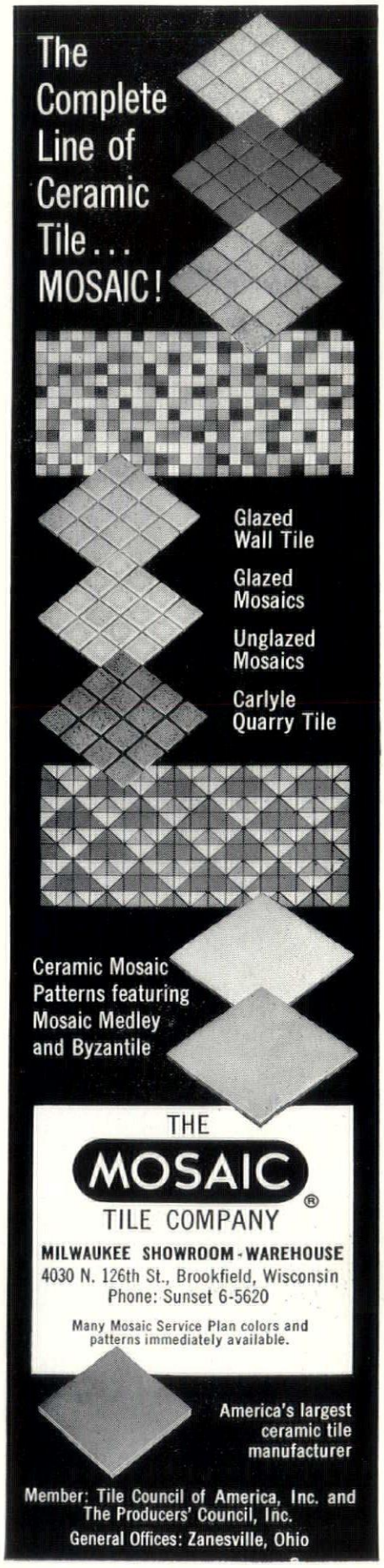
PAUL H. GRAVEN, AIA, was born in Madison on July 31, 1921. He received a Bachelor of Science in Architecture from the University of Illinois in 1948. He received the Scarab Medal for Junior Design at the University of Illinois and was a Paris Prize Finalist in 1948 and 1950. Graven became a draftsman with the Milwaukee firm of Law, Law, Potter and Nystrom in 1950, and an associate of that firm in 1957. Graven recently became a partner with Norman Kenney in the Madison firm of Graven and Kenney. He served three years with the United States Army 65th Infantry Division. His hobbies are watercolor, skiing and golf.

FRANCIS J. HINTON, AIA, was born in Milwaukee in May, 1897. He has had his own architectural practice since being licensed in Wisconsin in 1933, and on February 1, 1957, formed the Milwaukee firm of Hinton, Poethig and Steuerwald, Inc. His hobby is golf.

FRED F. POETHIG, AIA, was born August 23, 1917 in Milwaukee. He studied at the Layton School of Art for two years and the University of Wisconsin for the same period of time. He has been with the F. J. Hinton firm since 1946 and became a partner in the firm of Hinton, Poething and Steuerwald, Inc., formed in 1957. Poethig served with the United States Army for over four years. His hobbies are sports and square dancing.

ROBERT J. STEUERWALD, AIA, was born in Milwaukee on March 15, 1923. He received his Bachelor of Science in Architecture from the University of Illinois and studied at the University of Notre Dame for one year. He joined the F. J. Hinton firm in 1947 and became a partner in the firm of Hinton, Poethig and Steuerwald, Inc. in 1947. Steuerwald has served with the United States Navy and his hobbies are woodworking, hunting and fishing.

EDWARD A. WILKE, advanced to Associate member, was born in Milwaukee in November, 1914. He received a Bachelor of Science in Civil Engineering Degree from the University of Wisconsin in 1940 and served with the United States Navy. He is an associate with the firm of Brust and Brust.



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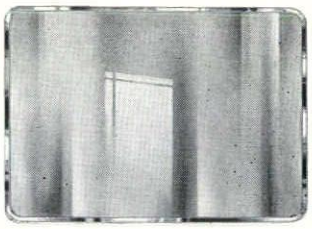

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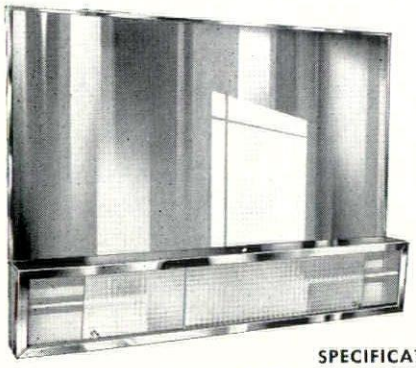

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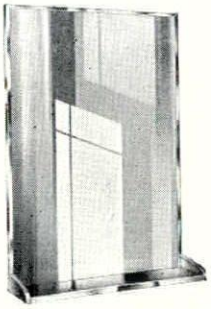
3624 VM	36 x 24"	36¼ x 32" high	(2) 18 x 7" high
4224 VM	42 x 24"	42¼ x 32" high	(2) 21 x 7" high



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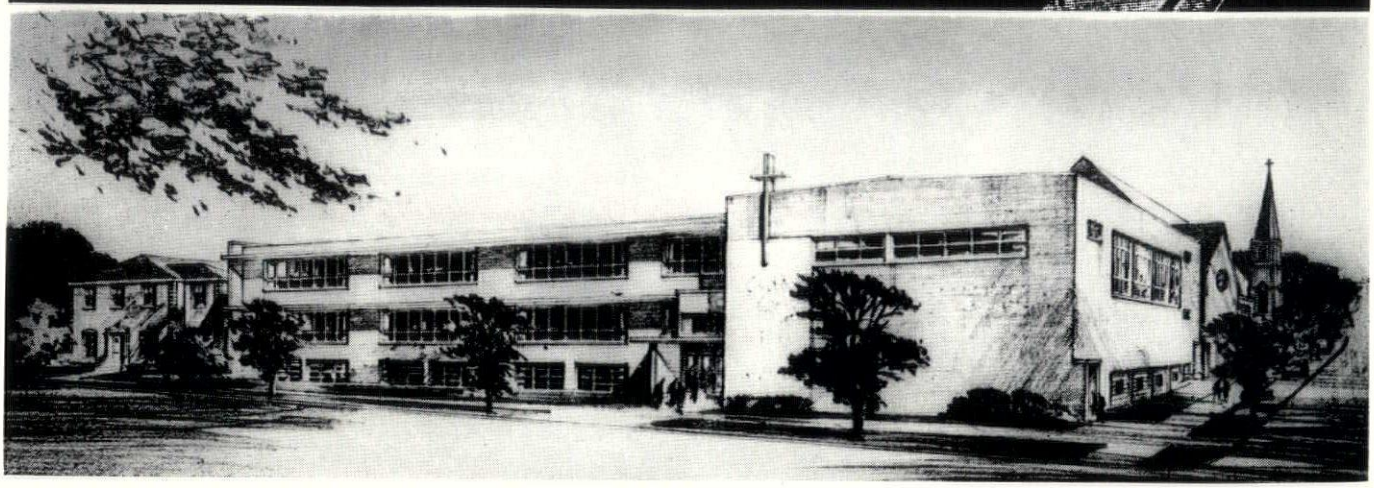
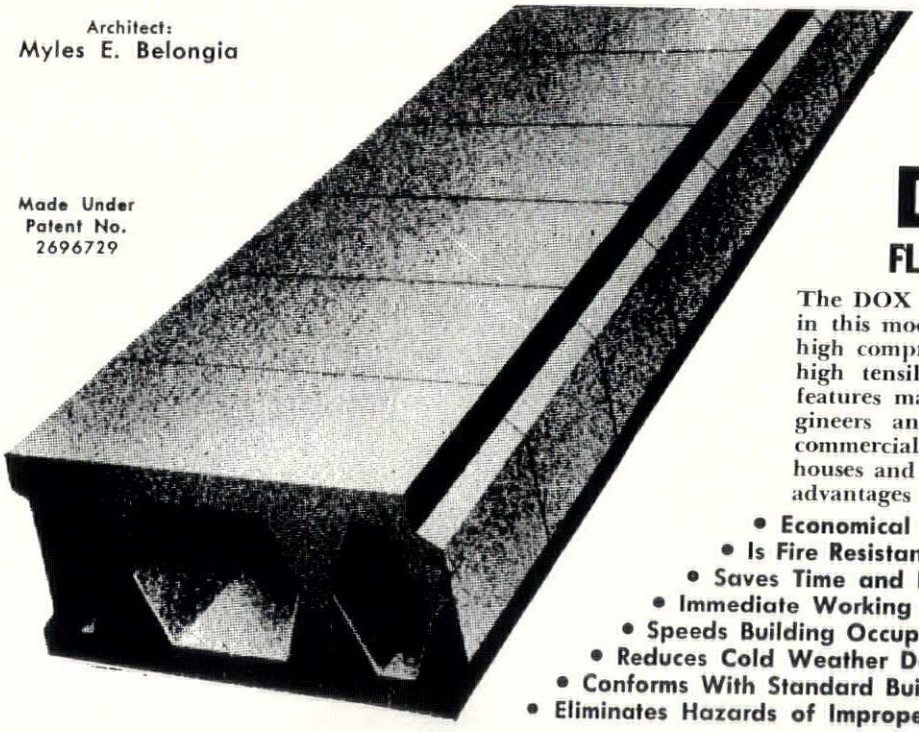


Architect:
Myles E. Belongia

Holy Family School
Cudahy, Wisconsin



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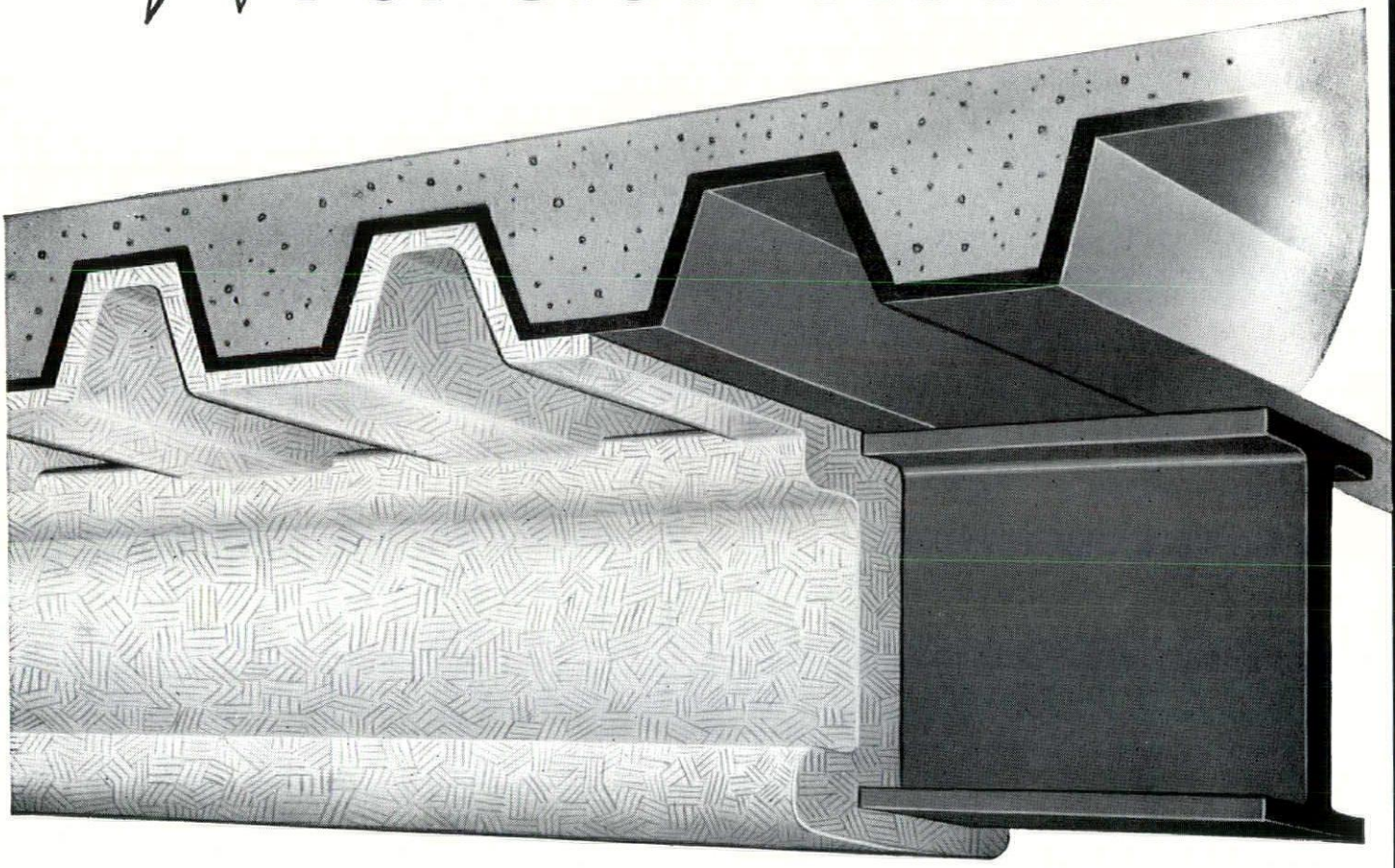

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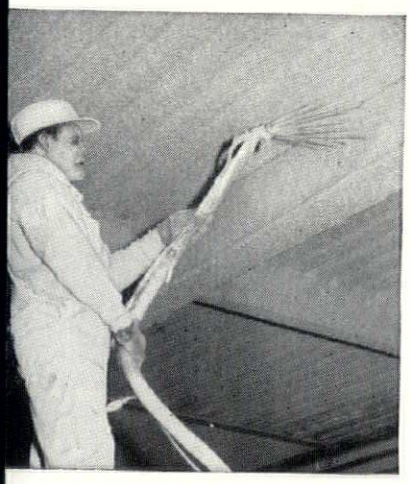

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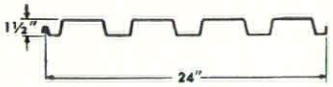

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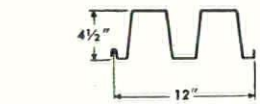

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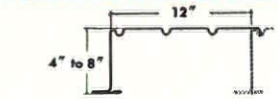

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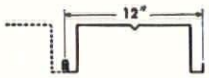

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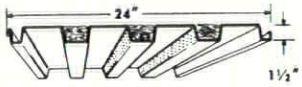
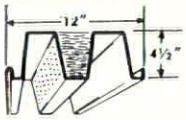
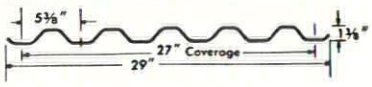


B-ACOUSTIDECK — Two-in-one panel combines steel roof deck with acoustical ceiling having Noise-Reduction Coefficient of .70. Used for spans to 10'0".



C-ACOUSTIDECK — Offers same Noise-Reduction Coefficient as B-Acoustideck. Can be used for spans to 24'0".



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